

Times like these a fellow is all the better with a pouch of Gravely. It steadies his nerves.



You can be the one to send him a pouch of Real GRAVELY Chewing Plug

It pays to know the facts before you spend your money.

You will be sending your friend more tobacco comfort and satisfaction in one pouch of Real Gravely Plug than in half a dozen plugs of ordinary tobacco.

Give any man a chew of Real Gravely Plug, and he will tell you that's the kind to send. Send the best!

Ordinary plug is false economy. It costs less per week to chew Real Gravely, because a small chew of it lasts a long while.

If you smoke a pipe, slice Gravely with your knife and add a little to your smoking tobacco. It will give flavor—improve your smoke.

SEND YOUR FRIEND IN THE U. S. SERVICE A POUCH OF GRAVELY

Dealers all around here carry it in 10c. pouches. A 3c. stamp will put it into his hands in any Training Camp or Seaport of the U. S. A. Even "over there" a 3c. stamp will take it to him. Your dealer will supply envelope and give you official directions how to address it.

P. B. GRAVELY TOBACCO COMPANY, Danville, Va.

The Patent Pouch keeps it Fresh and Clean and Good—It is not Real Gravely without this protection Seal

Established 1831

TO CUT WHEAT USE ONE-HALF

Military Necessity Demands That Each American Eat Only 1 1/2 Pounds Wheat Products Weekly.

CORN AND OATS SUBSTITUTES.

Allies Must Have Wheat Enough to Maintain Their War Bread Till Next Harvest.

If we are to furnish the allies with the necessary proportion of wheat to maintain their war bread from now until the next harvest, and this is a military necessity, we must reduce our monthly consumption to 21,000,000 bushels a month as against our normal consumption of about 42,000,000 bushels, or 50 per cent. of our normal consumption. This is the situation as set forth by the U. S. Food Administration at Washington. Reserving a margin for distribution to the army and for special cases, leaves for general consumption approximately 1 1/2 pounds of wheat products weekly per person, the Food Administration's statement continues: Many of our consumers are dependent upon bakers' bread. Such bread must be durable and therefore requires a larger proportion of wheat products than cereal breads baked in the household. Our army and navy require a full allowance. The well-to-do in our population can make greater sacrifices in the consumption of wheat products than can the poor. In addition, our population in the agricultural districts, where the other cereals are abundant, are more skilled in the preparation of breads from these other cereals than the crowded city and industrial populations.

With improved transportation conditions we now have available a surplus of potatoes. We also have in the spring months a surplus of milk, and we have ample corn and oats for human consumption. The drain on rye and barley as substitutes has already greatly exhausted the supply of these grains.

To effect the needed saving of wheat we are wholly dependent upon the voluntary assistance of the American people and we ask that the following rules shall be observed:

1. Household to use not to exceed a total of 1 1/2 pounds per week of wheat products per person. This means not more than 1 1/2 pounds of Victory bread containing the required percentage of substitutes and one-half pound of cooking flour, macaroni, crackers, pastry, pies, cakes, wheat breakfast cereals, all combined.

2. Public eating places and clubs to observe two wheatless days per week, Monday and Wednesday, as at present. In addition thereto, not to serve to any one guest at any one meal an aggregate of breadstuffs, macaroni, crackers, pastry, pies, cakes, wheat breakfast cereals, containing a total of more than two ounces of wheat flour. No wheat products to be served unless specially ordered. Public eating establishments not to buy more than six pounds of wheat products for each ninety meals served, thus conforming with the limitations requested of the householders.

3. Retailers to sell not more than one-eighth of a barrel of flour to any town customer at any one time and not more than one-quarter of a barrel to any country customer at any one time, and in no case to sell wheat products without the sale of an equal weight of other cereals.

4. We ask the bakers and grocers to reduce the volume of Victory bread sold, by delivery of the three-quarter pound loaf where one pound was sold before, and corresponding proportions in other weights. We also ask bakers not to increase the amount of their wheat flour purchases beyond 70 per cent. of the average monthly amount purchased in the four months prior to March 1.

5. Manufacturers using wheat products for non-food purposes should cease such use entirely.

6. There is no limit upon the use of other cereals, flours, and meals, corn, barley, buckwheat, potato flour, et cetera.

Many thousand families throughout the land are now using no wheat products whatever, except a very small amount for cooking purposes, and are doing so in perfect health and satisfaction. There is no reason why all of the American people who are able to cook in their own households cannot subsist perfectly well with the use of less wheat products than one and one-half pounds a week, and we specially ask the well-to-do households in the country to follow this additional programme in order that we may provide the necessary marginal supplies for those parts of the community less able to adapt themselves to so large a proportion of substitutes.

In order that we shall be able to make the wheat exports that are absolutely demanded of us to maintain the civil population and soldiers of the allies and our own army, we propose to supplement the voluntary co-operation of the public by a further limitation of distribution, and we shall place at once restrictions on distribution which will be adjusted from time to time to secure as nearly equitable distribution as possible. With the arrival of harvest we should be able to relax such restrictions. Until then we ask for the necessary patience, sacrifice and co-operation of the distributing trades.



"A Great Net of Mercy Drawn Through An Ocean of Unspeakable Pain."

If You Were "Over There" Instead of Over Here.

IF YOU should see a French child—a tiny girl—sitting by the roadside, sobbing quietly because she is too weak from hunger to cry very loud, you would sell your watch to buy her breakfast. Of course you would!

If you should hear somewhere in the restless wards the low moan of an American soldier, you would gladly sit by him all night long, if that would save his life. And consider it an honor too!

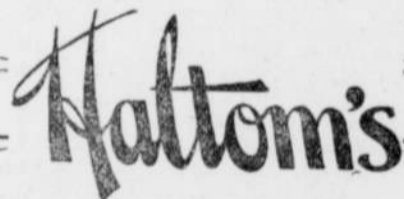
You are not "over there" but here, where these sights and sounds are not brought home to you in all their intensity! But the RED CROSS is there—and you can make it your representative!

"Over there" the Prussians are crucifying the incarnate Liberty of Man, and they are making the world black for little children!

The money you give to the Red Cross now will give you the right, when the Beast is beaten down, to think, "There are happy children, clear eyed women and strong men alive today, because my money went across."

What Are You Going to do About It?

CONTRIBUTED TO THE RED CROSS BY



The Store that Sells for Cash Only—and Selling for Cash Sells for Less.

JUST RECEIVED ANOTHER MONTHLY CONSIGNMENT OF Matchless Wirthmor Waists

—Good to look at and just as Good as they are good looking.

As Always--Just One Dollar.

—No other Dollar Waist can be like the Wirthmor for no other Dollar Waist is made and sold in the same efficient and economy effecting manner. The values are truly matchless and every Waist is unconditionally guaranteed to give entire satisfaction.

Four new Models are illustrated, and if anything, they are prettier and better value than any we have ever received heretofore.

Sizes 36 to 50.



Wirthmor Waists are Sold by One Good Store in Every City They are Sold Here Exclusively.

The New Spring and Summer White Shoes for Women Arrived this Week.

AT Last after much patient waiting we are able to announce the arrival of these long-looked for Shoes. They were, however, worth waiting for, styles are good, values are splendid and they are shown with the popular Military Heels as well as the attractive Louis Cuban Heels. Come to the store for a fitting as early as possible, for the earlier you come the better the selection we will have to show you.

A Timely Purchase of Extraordinary Values in Turk and Huck Towels.

Enables us to Announce a Showing and Sale Without Precedent

IF your supply of Hand, Face and Bath Towels needs replenishing we urge you to examine the wonderful values offered in this showing of Turk and Huck Towels at remarkably low prices. Present indications point to a decided scarcity of these goods and a steady advance in prices. So all we need to say is "Buy Now." You will appreciate our advice later undoubtedly.

White Turk Towels		Brown Turk Towels	
17 x 34 Hemmed	25c.	18 x 36 Hemmed	25c.
20 x 38 Hemmed	35c.	18 x 36 Ex. Heavy	34c.
20 x 40 Hemmed	49c.	Huck Towels	
22 x 44 Hemmed	65c.	17 x 34 Hemmed	25c.
22 x 44 Ex. Heavy	75c.	18 x 36 Ex. Quality	35c.

See Displays—Under Balcony.

The Greatest War Picture Ever Filmed.

Cranking a camera, like cranking a machine gun has its exciting moments—quite!

Captain Donald C. Thompson, war photographer and correspondent who took the picture to be shown at the Princess Theatre, Tuesday and Wednesday, May 21-22, under the title "The German Curse in Russia", was arrested fourteen times while snapping photographs on the battlefields of Europe. He was twice knocked senseless by concussions, thrown into prison by the secret police on four occasions and then rescued by revolutionists. He was decorated four times and wounded three times; and now he is going back for more—you just simply can't satisfy some people.

Another such picture probably will never be shown in Tillamook, as very few men are willing to risk their lives as Captain Thompson did, and even if they did it would be a mericle if they succeeded in getting away with their lives and the picture. When we offer this picture to the people of Tillamook at the exceptionally low price of 50 cents for Adults and 25 cents for children we expect to fill our theatre to capacity both nights.

TRY TO GET IN AT THE PRINCESS Tuesday and Wednesday, May 21-22

DESTROY FRENCH FOOD SOURCES



FRUIT TREES OF NORTHERN FRANCE DESTROYED BY RETREATING GERMANS

WHEN the Germans retreated from long held positions in Northern France they girdled every fruit tree that time permitted. Here is such a tree, hacked beyond chance of the tree's surviving unless first aid measures were quickly adopted. In many cases the advancing French troops brought the first aid material and sometimes succeeded in saving the trees. Where the tree was absolutely cut down—as hundreds were—there was, of course, no relief measure to employ. Members of the U. S. Food Administration brought this picture to America. Early in the war the German government introduced a policy of strict food conservation at home and has endeavored to curtail in every possible manner the French and English supply. U boat warfare and destruction of farming property are parts of the same campaign.



GIRDLED FRUIT TREE

America is today the great larder of the allied nations. Out of our food stocks we must save enough to feed our European associates in this war.

EVERYONE MUST HELP.

Wars cannot be fought without money, and upon the Treasury centers every financial demand upon the Nation.

The rich of this country cannot alone meet the needs of the Nation; the men of the country cannot do it alone; the women of the country cannot do it alone; but all of us, the people of the United States, disregarding partizanishp, forgetting selfish interests, thinking only of the supremacy of right and determining to vindicate the majesty of American ideals and secure the safety of America and civilization, can do the great and splendid work which God has called upon us to do.

W. G. McADOO, Secretary of the Treasury.